RC
756
.63
.6
o.6
.1
ERSTS

Bulletin
OF THE
National Tuberculosis Association

Vol. VI JUNE, 1920 No. 6

LIBRARY
OCT - 4 2001
UNIVERSITY OF TORONTO

Shall the Bulletin Die?

The question of continuing or modifying the monthly BULLETIN has been raised from a number of sources. The Executive Committee of the National Association has called for an expression of opinion on these points from all readers of the BULLETIN, and in order that those who wish to express an opinion may know the facts, data regarding cost, circulation, purpose, etc., is summarized here together with a list of the principal questions which need to be considered.

The monthly BULLETIN at the present time is costing the National Tuberculosis Association approximately $450 per month, or between $5,000 and $6,000 a year. It is at present running twelve pages, of which four are devoted to the Modern Health Crusade. The Framingham department takes from two-thirds of a page to a page. Another department devoted to occupational therapy usually takes from two-thirds of a page to a page. The remainder of the BULLETIN is filled with news of the National Tuberculosis Association concerning its own activities, action of the Board of Directors at various meetings, and also with news from the field conveying suggestions and ideas of value to workers throughout the country. The circulation of the BULLETIN at the present time is approximately 12,000 copies per month.

As to its purpose, the BULLETIN does not pretend to be a magazine of news, except insofar as it conveys news concerning the happenings of the National Tuberculosis Association itself. It is rather a *magazine of technique*, with particular reference to methods, programs, and policies. In other words, it aims to be a house organ for workers engaged in the tuberculosis field, as well as a clearing house for suggestions from the field. In this capacity it does not seek so much to convey chat and personal information as to give new ideas that have developed and to suggest to others how these new ideas may be adapted.

The following questions may be considered by all those who read the BULLETIN:

1—Is the BULLETIN worth while as it is?

2—Should it be changed in any way? If so, what changes should be made?

(a) In size, form and general make-up?

(b) In contents?

(c) In any other particulars?

3—Would it be just as satisfactory to combine the BULLETIN with the JOURNAL OF THE OUTDOOR LIFE, extending the latter so as not to diminish its present usefulness, but to extend its scope to include the functions of the BULLETIN? (In this connection it should be borne in mind that the BULLETIN is distributed free to members of the National Association who request it and charges a regular subscription price of $1.50 to others.)

4—Should a moderate subscription price of 25c. or 50c. per year be charged for the BULLETIN?

5—If a subscription price were charged, would individuals, state and local associations subscribe for a sufficient number of copies to make it worth while to continue the BULLETIN?

6—What are your suggestions as to a subscription price?

7—Bearing in mind that the BULLETIN costs between $5,000 and $6,000 a year and that it reaches a wide range of workers, both paid and unpaid, in every department of the tuberculosis field, would you advise the discontinuance of the BULLETIN and the use of this money in other channels?

Suggestions along the lines of these questions or any other lines of comment on the BULLETIN will be welcomed. Letters should be addressed to the monthly BULLETIN, National Tuberculosis Association, 381 Fourth Ave., New York. If you cannot give the time necessary to write a detailed letter, fill in your answers against the questions published in this article, and return the page to us with your suggestions.

Occupational Therapy in the United States

In order to determine to what extent work for therapeutic purposes, as well as organized occupational therapy, are employed in tuberculosis sanatoria in the United States, the Medical Service of the National Association prepared a questionnaire on the subject last January, which was sent to 500 institutions. One hundred and twenty-two institutions replied, among them being 20 state, 39 county, twelve municipal, seven federal, four charitable and semi-charitable, 25 private, and 15 miscellaneous. The salient facts that were gathered by means of the investigation are as follows:

1. Number of institutions in which the patients take part in the duties incidental to the carrying on of the institution with the definite idea that the work undertaken is an aid towards their recovery:

Public Institutions	
State	14
County	24
Municipal	9
Federal	4
Other Institutions	
Charitable and Semi-charitable	2
Private	9
Miscellaneous	6
Total	68

2. Number of institutions in which occupational therapy, other than work about the institution, is in use:

Public Institutions		A Bedside Work	B Ward Occupations	C Classrooms Workshops
State	8	5	7	8
County	11	9	7	7
Municipal	3	4	3	3
Federal	5	5	5	4
	27	23	22	22
Other Institutions				
Charitable and Semi-charitable	2	2	2	1

(*Continued on page 2*)

Bulletin to be Suspended

For the months of July and August the BULLETIN will be suspended. This action is taken not only for reasons of economy but also because many of the readers of the BULLETIN are away during the summer. The September number will be issued about September 5th and thereafter the fifth of the month will be the publication date.

BULLETIN
OF THE
National Tuberculosis Association
Published Monthly
in the interest of workers engaged in the Anti-Tuberculosis Movement by the
National Tuberculosis Association
381 Fourth Avenue, New York City

Vol. VI. June, 1920 No. 6

Entered as second class mail matter, October 21, 1914, at the Postoffice at New York, N. Y., under the Act of August 24, 1912.

Officers of the Association

President
Dr. Gerald B. Webb.....Colorado Springs

Vice-Presidents
Dr. James Alexander Miller.New York City
Dr. Philip King Brown.....San Francisco

Secretary
Dr. George M. Kober.....Washington, D. C.

Treasurer
Henry B. Platt.....New York City

Executive Office
381 Fourth Avenue, New York City

Dr. Charles J. Hatfield...*Managing Director*
Philip P. Jacobs, Ph.D...*Assistant Secretary*
Dr. Donald B. Armstrong, *Assistant Secretary and Executive Officer of the Community Health and Tuberculosis Demonstration.*

Dr. H. A. Pattison....*Medical Field Secretary*
T. B. Kidner.....*Institutional Secretary*
Dr. Benjamin K. Hays...*Special Educational Secretary.*
Mary E. Marshall.....*Secretary for Nursing*

Basil G. Eaves.....*Campaign Secretary*
Helena V. Williams, *Assistant Publicity Secretary.*

Frederick D. Hopkins, *Supervisor of Field Service.*
Leet B. Myers, New York
Murray A. Auerbach, Atlanta
Paul L. Benjamin, Philadelphia
George Everson, Portland
Arthur J. Strawson, Indianapolis
John Tombs, Albuquerque
Regional Secretaries

Jessamine S. Whitney
Eleanor B. Conklin
Josephine McK. Stults.....*Librarian*
Research Secretaries

Charles M. DeForest, *Modern Health Crusader Executive.*
M. Grace Osborne.....*Crusader Assistant*
Mildred Terry.....*Crusader Assistant*

Severance Burrage, Denver, *Secretary of the National Committee on Indigent Migratory Consumptives.*

L. B. Whitcomb.....*Purchasing Clerk*
Samuel M. Sharpe.....*Office Manager*
F. W. Coriell.....*Auditor*
Grace Douglass.....*Assistant Office Secretary*

Occupational Therapy in the U. S.

(*Continued from page* 1)

Private	4	3	3	5
Miscellaneous	4	3	3	4
	10	8	8	10

3. Number of institutions in which some person is specifically in charge (under the Medical Director) of the work reported above:

Public Institutions	
State	11
County	10
Municipal	6
Federal	4
Other Institutions	
Charitable and Semi-charitable	1
Private	5
Miscellaneous	3
Total	40

4. Number of institutions in which special buildings, or quarters, are provided for classrooms and workshops:

	A Special Buildings	B Quarters in Other Buildings
Public Institutions		
State	1	5
County	1	7
Municipal	1	3
Federal	3	—
	6	15
Other Institutions		
Charitable and Semi-charitable	1	—
Private	1	3
Miscellaneous	1	3
	3	6

5. Number of institutions in which gardening, poultry keeping and general agriculture are carried on:

Public Institutions	
State	11
County	12
Municipal	6
Federal	1
	30
Other Institutions	
Charitable and Semi-charitable	2
Private	7
Miscellaneous	7
	16

6. Expenses are being met in the following way:

Public Institutions	A In Regular Budget	B From Outside Sources	C Jointly from A & B
State	6	2	2
County	8	2	3
Municipal	1	1	2
Federal	1	1	1
	16	6	8
Other Institutions			
Charitable and Semi-charitable.	—	1	—
Private	1	2	2
Miscellaneous	3	1	2
	4	4	4

7. Number of institutions where occupational therapy is not in use which reported on the prospects for its introduction:

Public Institutions	A Assured	B Good	C Hopeful	D Unfavorable
State	1	1	3	2
County	9	4	3	4
Municipal	1	—	1	2
Federal	—	—	—	—
	11	5	7	8
Other Institutions				
Charitable and Semi-charitable	—	1	—	—
Private	2	2	3	6
Miscellaneous	1	3	1	3
	3	6	4	9

Only one institution was opposed to introduction of occupational therapy, that belonging to the charitable and semi-charitable group.

Red Cross Public Health Bureau

The New York County Chapter, American Red Cross, has opened a Bureau of Public Health Information as a part of its health service in New York City. The bureau is open for the use of every citizen of the city and up-to-date information on public health matters will be given free to all inquirers.

The Bureau is planning to serve as a central clearing-house for the 83 public health agencies in New York County. It will have lists of free clinics of all kinds, with information regarding how and when they may be used. Printed material on a number of health subjects will be offered for free distribution.

Dates Set for Sectional Conferences

The dates for the sectional conferences on tuberculosis for 1920 have been definitely set. They are as follows:

New England Conference, Concord, N. H., Sept. 29, 30, and Oct. 1.

North Atlantic Conference, Richmond, Va., Oct. 7, 8, and 9.

Southern Conference, Jacksonville, Fla., Oct. 14, 15, and 16.

Mississippi Valley Conference, Duluth, Minn., Sept. 2, 3, and 4.

Northwestern Conference, Cheyenne, Wyo., Sept. 9, 10, and 11.

Southwestern Conference, San Francisco, Cal., Sept. 9, 10, and 11.

The annual conference of the American Public Health Association will be held at San Francisco on September 13 to 17.

The Connecticut Christmas Seal Sale of 1919

By HUBERT M. SEDGWICK, State Campaign Director

The seal sale conducted in Connecticut last year under the direction of Mr. Sedgwick was the most successful one ever held in that state, the total amount raised being almost twice as much as that raised in 1917. The organizations enlisted in the campaign included visiting nurses' associations, tuberculosis societies, mothers' clubs, book clubs, sunshine societies, D. A. R. Chapters, and others.

Connecticut raised $82,324.94 by its Christmas Seal sale of 1919, but the State Tuberculosis Commission, under whose auspices the sum was directly secured, accounts the interest in anti-tuberculosis work which was also raised as perhaps of fully as great value as the money acquired.

The educational work of the campaign may benefit the health of the state more materially than even the application efficiently of the seal fund to the relief of the tuberculosis situation. We may, therefore, be pardoned for glancing at the educational before passing to the features of the financial campaign.

Pulpit, schoolroom, lecture platform, the theater, the four-minute men, the industrial lecture bureau, debating societies, the American Legion, and other similar organizations were enrolled in the speaking program.

The daily and weekly newspapers, magazines, trade and church journals, theater programs, placards, billboards, slides, films, especially designed pamphlets and "Talking Points" were employed to strike the educational message home through the written word and text.

A tuberculosis day was appointed by Governor Holcomb for the churches, schools and synagogues, the "Talking Points" and other carefully prepared literature were devised and circulated for the clergy and lay speakers to use in the vocal campaign.

The newspapers of the state were used to the point of saturation. Their news pages, editorial columns and advertising space were all placed at the services of the campaign to the fullest degree compatible with the demands of daily news and usage.

The clergy seized the opportunity to talk on health, with special reference to tuberculosis, the schools told the youth of the state the story of the deplorable tuberculosis situation in Connecticut, and how to protect themselves against the disease. Four-minute men placed themselves at the disposal of the local committees for speaking service in church, before clubs and theater audiences, and the Y. M. C. A. Industrial Division used tuberculosis as its speaking subject during the Christmas seal campaign period, with results which, in every department of the expansive program, fully realized expectations and preliminary promise.

For the financial campaign, it was realized that the foundation for a Christmas seal sale must be laid long in advance of the date of the firing of the opening gun. The first step is the organization of the local units. In Connecticut this is a continuous performance. The local agents are intensively, progressively and expansively developed through correspondence from the headquarters of the Commission at the state capitol, and by my personal visits in the dual capacity of field secretary and state Christmas seal director. Eight new units were organized, however, in preparation for the 1919 campaign, making a total of 48 who were connected with the State Commission and the National Tuberculosis Association, the state and general units, for aggressive and permanent action. Every city and most of the large towns of the state had their tuberculosis unit functioning in general disease warfare and ready for the educational and financial Christmas seal campaign which was launched early in September.

Visits to the local units in September and October resulted in the formation of campaign committees to whom were presented the scope of the campaign, the need for it nationally, state-wide and locally, the exact condition of the disease in each of the three fields indicated, and the most practicable for organizing the 1919 campaign to meet the situation.

In other words, the questions were asked:

Is it wisdom to use the personal solicitation, the booth, or the mail system of sale exclusively, or what is the most judicious method of combining them?

What organizations can be made available for supplementing the campaign activity of the local unit?

How vigorously will the Chamber of Commerce agree to regard not only the seal campaign, but the entire tuberculosis warfare as a legitimate and permanent Chamber of Commerce activity?

How generally and aggressively can the school children be relied upon, and what will be the program for organizing their enthusiastic and exuberant help?

Shall the entire town, districted and allotted street by street, be given to them, to boy scouts or to a similar junior organization?

The importance of properly balanced local committees was at all times stressed, and the availability of the direct interests in the movement of special classes like clergy of all creeds, workers in every branch of the health movement, persons who have been cured of the disease, as well as representatives of different nationalities was emphasized.

Usually, especially in the cities, all three branches of the campaign, the personal solicitation, the booth and mail sale, were relied upon to take part in the drive, and, by the way, the word "Drive" was never used in either the public or the spoken program without the explanation that: "The Christmas seal campaign is a drive in the sense that we are to drive out tuberculosis, not a drive against the public."

Combining the strongest elements of the three campaign branches, we reached a number of conclusions:

1. A mail sale is most effective when it partakes of the personal solicitation character through the element of written appeal. Stated differently, the letter from the committee can be made in effect a personal solicitation if the effect which the letter contains is strong enough.

2. Few communities are ready to make the seal sale one of the annual community drives, although they will conduct a seal sale of the most thorough intensity. Because of this fact, the personal solicitation must be made through and a part of the request to purchase seals.

3. The personal solicitation can, therefore, be made strongest in many communities through the intensive canvassing by the school children. This is the most powerful and most enthusiastic individual agency which, judged by our Connecticut experience, can be listed for seal sale intensive canvassing, although others in some communities will give valuable support of the same kind, either as organizations, committees, or classes of canvassers.

4. The booth sale is invariably stronger in the congested shopping, business or hotel districts during the immediate Christmas season. Some communities which opened booths as early as December 1st and closed them by December 15th, reopened them and kept them active until Christmas Eve, reporting their most satisfactory sale during the week preceding Christmas.

5. A miniature booth sale can be secured where it is inadvisable to maintain a regular booth and worker. This can be done by placing a small lot of stamps, from $5 to $25 in amount, in a store or other place of business and advertising the fact by the presence of a miniature booth.

6. The combination of a booth at the entrance of a motion-picture theater, a four-minute man or debating club speaker for a short talk between the films, girls in nursing costume or boy scouts walking down the aisles selling the seals and the presentation of Christmas seal slides or films on the screen form a theater seal sale unit which is extremely effective and which, in both educational and financial results, has brought excellent returns. This combination is, of course, subject to numerous variations and modifications.

7. The two strongest arguments in either spoken or written appeals are, first, that the seal sale is a life-saving campaign; second, that practically all the money used is to go toward the situation in the particular community where the money is raised.

(*Continued on page* 11)

The Framingham Demonstration

No. 24: The Civic League and its Health Activities

By Paul R. Ladd, Executive Secretary

These monthly articles in the Framingham series began in July, 1918

Beginning with this number, the BULLETIN *will publish on this page a series of articles describing some of the local health activities which are being conducted under the auspices of the Framingham Demonstration. The first of the series is on the work of the Framingham Civic League, and is written by Mr. Paul R. Ladd, executive secretary of the League.*

The Civic League of Framingham was organized on November 24, 1913, by a group of Framingham citizens of both sexes, who were interested in filling in gaps in the community life and promoting any activities which would work for civic betterment. The League's first declaration of principles was imposing, but set for itself a rather hazy, utopian goal—"to create a higher civic pride, to promote more healthful housing conditions, to act as a clearing house for the relief of the needy, and to cultivate a better social condition among our people." Nevertheless, its conception of what to do next was very practical and, indeed, throughout its short existence has tempered idealistic ambitions, with a canny regard for the practicability of the activity in question. From the start it was quite ambitious to get as many irons as practicable into the fire. Hence, in its first year this group, known as the Civic League, agitated such diverse expressions of community activity as cleaning up the public dumps and singing high-school carols in front of the High School on Christmas Eve.

The League initiated the "back-to-the-soil" movement in Framingham, and was so successful in the conduct of this activity that the town shortly afterward took it over. The same success met the initiation of the playground work, and the town now prides itself upon the possession of several well-regulated and supervised playgrounds.

The League's most notable achievement is the Community Building, housing the swimming pool, the Civic League office and community room, and the basement gymnasium. After a campaign, in which the boy scouts were more or less successful in securing a maintenance fund, the land for the building was purchased in March, 1916. The building was begun in 1917, and the pool opened its doors in May of 1918. Attractive, fully equipped and carefully managed, the swimming pool soon enlisted the wholehearted support of a goodly share of the townspeople, young and not so young, of both sexes. This swimming pool now affords the best of recreation to a large clientele, and is recognized as one of the town's best health assets.

From this time on the League's functions and activities continued to grow and to become more diverse. Committees were created by the Council and new things were undertaken, such as the conduct of open forums by means of which many prominent persons were brought to Framingham to speak on vital topics of the day; a room registry service, which has supplied hundreds of applicants with rooms, and, likewise, has furnished applicants to those letting rooms; and an employment bureau, which has secured work for returned service men and others.

The Civic League organized its health work immediately after a local society, named the Nursing, Relief and Anti-Tuberculosis Association, merged with and practically became the general health committee of the League, thereby giving up its own identity. This society had done the district nursing work in the town prior to the hospital's taking over of this function. Soon after the merger, the Infant Welfare Committee was organized, with members of the old association as members of the new committee. They promptly set about securing a nurse to do home visiting and to attend clinics, which were afterwards established. Shortly after this committee came into being, an Anti-Venereal Disease Committee was created, which body functioned by means of films, posters, exhibits and public gatherings.

The Tuberculosis Committee was the next health committee to be established. This committee conducted the Red Cross Christmas seal campaign. The seal sale was a decided success, and adequate funds were obtained for the inauguration of an educational health campaign, largely along tuberculosis lines. A new member of the staff, who will have direct charge of this work, has just been secured.

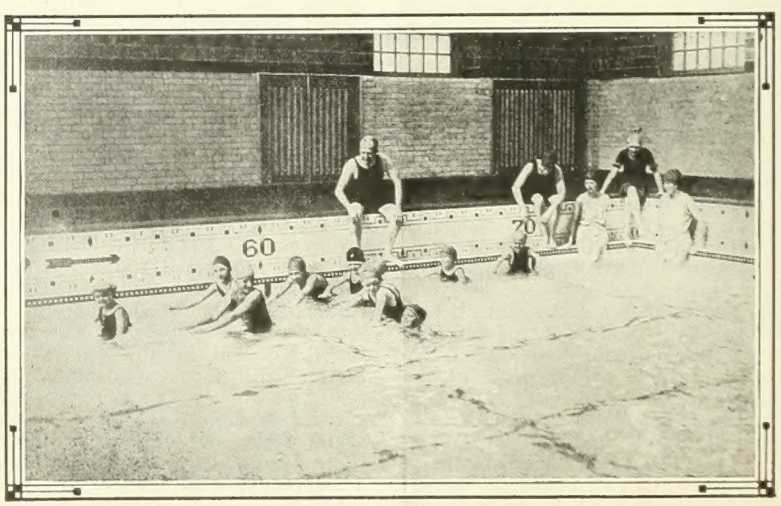
So far in this article we have dealt primarily with the growth and general activities of the League. It is our desire, however, to take up the health work in a little more detail and in a general way explain the present organization, the past and present activities, and the future plans.

As above stated, there is a general Health Committee, which is composed of the chairman of this committee and the chairman of the sub-committees on infant welfare, anti-venereal disease and tuberculosis. This committee is really an executive board for the purpose of planning a general program and deciding general policies.

The chairmen of all committees are members of the Council, or governing board of the League; therefore, they have a voice in all matters pertaining to the conduct of the League. The committees also exercise almost complete jurisdiction in their own field, although, of course, the Council has final power in any case. Everything possible, however, is left to the discretion of the various committees, whose membership ranges from six to twelve, and so far as possible the members are selected because of special interest, knowledge, or other qualifications. For instance, the Infant Welfare Committee includes the executive officer of the Board of Health, the executive officer of the Community Health Station, the president of the Associated Charities, several physicians and others.

The Infant Welfare Committee undertook its work when the persons concerned were not at all sure that it would be a success; but results have demonstrated that this activity has been of great practical service to the town, as

(*Continued on page 9*)



THE SWIMMING POOL OF THE FRAMINGHAM DEMONSTRATION.

Modern Health Crusade

DEPARTMENT

Bulletin of the

National Tuberculosis Association

JUNE 1920

Group Rewards in Schools

Dr. George E. Vincent, in a recent address, pronounces the "celluloid button" the most ingenious form of social coercion ever invented. It is a fact that from the start the directors of the Crusade have recognized the value of the "visible reward" for the individual, afforded by buttons, pins and certificates, the Crusaders' badges of rank. Tournament banners serve as rewards for groups, but the visibility of the banners is rather limited to a few victorious jousters. For this reason a beautiful group reward, which a large number of schools and classes may win, has now been created at Crusade headquarters. It is the commission issued as a company in the National Legion and in the legion for the state.

The commission is a certificate, size 14" x 11", printed in red, brown and blue on heavy imitation vellum, and it makes an exceptionally handsome diploma for the schoolroom wall. The wording of the commission is as follows, with the name of the qualifying school to be substituted for the one named here:

"This is to certify that the Elmwood School, Cairo, Ill., having enrolled at least one-half of the pupils as members of a Health Crusade Club, each with the rank of Knight Banneret in the Modern Health Crusade, or three-fourths of the pupils as members with the rank of Knight, is formally commissioned as a Company in the National Legion of Modern Health Crusaders and in the Legion of this state. This commission shall remain in force as long as the required number of members are Knights Banneret or Knights."

The commission is signed for the National Legion by the National Tuberculosis Association and for the state legion by the state association. It is issued by the state association on receipt of a report from the teacher that the required number of pupils have attained knightly rank and that the Crusaders, as the health club for the class, have elected officers whose names are reported. No program of club activities need be carried out before the receipt of the commission. The plan of club organization and program is given in sections 40-45 of the *Manual*.

Schools which have met the requirements for the commission by the end of 1920 spring term may apply for commissions to the tuberculosis associations for the respective states. The knights who have graduated from the class or school may be considered as remaining pupils until the end of the calendar year. Accordingly, the commission may be displayed until January, 1921, even though knights and knights banneret are lacking among the pupils in the fall term.

A SAFE AND SANE FOURTH OF JULY CELEBRATION AT BOISE, IDA.

Knight Banneret Banners

A trophy for the school or class in which 100 per cent. of the pupils become knights banneret has been designed in the form of a beautiful square banner, with a field of dark blue or purple. "100% Knights Banneret" is inscribed at the top, and, below, the acrostic, "Modern Health Crusaders" on the cross of nine circles. The National Association will fill orders for this banner at a cost of approximately $3.50 each. This prize banner should not be confused with the triangular pennants listed in the *Manual* and sold to any Crusade group at 30 cents and $1.30.

The Summer Program

An increasing number of states, as well as lesser groups, are planning summer programs this year for Crusade activity. In Alabama, instruction in carrying on the Crusade will be given in the state normal schools, and similar work is planned for the state teachers' institutes, particularly in the states which have endorsed the Crusade or have made it a requirement of the school curriculum. Practically every state association has planned to have its crusade executive appear before the county institutes to instruct the teachers in Crusade methods. Parent-Teacher Associations in numerous places will oversee the Crusaders for the summer; in Baltimore, the Playground Association will take over the work, and in other states the county nurses or Red Cross Chairmen will conduct it.

(Continued on page 6)

The National Association is publishing a circular, "The Crusade in the Schools," ready for distribution by July 1st. It will contain endorsements of the Modern Health Crusade by school authorities and Parent-Teacher Associations and will outline methods by which the Crusade system is embodied in the school curriculum and correlated with other studies. This circular is especially valuable for use by school boards and superintendents who are considering introducing the Crusade. Health workers and teachers desiring this circular should apply to their state tuberculosis association. It will give the personnel of the National Advisory Council for the Crusade.

International March of the Crusade

"The Mayor of Shaonsing and the principals of the government schools attended the exercises when our boys were dubbed knights," reports Mrs. A. I. Nasmith, a missionary to China. "The Crusade appeals tremendously to children of any nationality." Photographs of these Chinese youngsters who are valiant jousters in the cause of health and of a group of Indian Crusaders from our own state of Nevada are published elsewhere in this section of the BULLETIN. The range of Crusaders in America, including practically every race and every nationality, certainly seems to indicate that the Modern Health Crusade is founded on a principle as wide as humanity; and the international spread of the movement has now become sufficiently great to warrant the opinion that it can be profitably introduced in any country with a written language.

The Crusade transplanted by the Commission for the Prevention of Tuberculosis in France of the International Health Board has grown to include more than 600 schools in the Department of Eure-et-Loir, according to a report received from Miss Frances Colbourne, who until the end of last year directed the Crusade there. A monthly paper, *Nouvelles de la Croisade de Bonne Santé,* is published in the interest of the Crusade. Among the miscellaneous news contained in the paper, one notes that the Crusaders at Rouvres have made willow frames for their page's certificates; that the principal at Soize has observed appreciable results after one week of health chores; that requests for toothbrushes and thermometers are received evey day. It is especially gratifying to both teachers and pupils that the Modern Health Crusade in Europe started in their district, with its town of Cloyes, where the historic Children's Crusade, which ended so disastrously, started from France in the year 1212.

Among the countries on other continents to which Crusade material has been set are Italy, Japan, Korea, India and Chili. On this continent supplies have been sent to Cuba, Mexico and Canada. Interesting accounts of the work have been received from British Columbia and Nova Scotia, and Sir William Gage, of Toronto, Ontario, President of the National Sanatorium Association, obtained permission from Queen Mary to apply her name to the legion of crusaders under his leadership.

FIRST CRUSADERS IN THE LAND OF CONFUCIUS TO BE DUBBED KNIGHTS BANNERET OF THE ORDER OF HEALTH CHIVALRY. LEADER, MRS. A. I. NASMITH, SHAOHSING SCHOOL.

The Summer Program

(*Continued from page* 5)

Children's Day at the state and county fairs this summer will see Crusade parades and pageants. Crusade plays will be given also at Teachers' Institutes. Chambers of Commerce, and Women's Civic Clubs are conducting "Clean-Up" and "Keep-Clean" Crusade campaigns, and Health Promotion Day or Week promoters are already enlisting Crusaders against that time.

The fair schools will teach and demonstrate the Crusade in various counties and states. Pupils are entitled to attend these schools only because they themselves have gained the highest standing, and they are alert to assimilate all the new ideas put before them. As an opportunity to bring before the public the interest of the schools, and through courses to introduce new phases of school work to both teachers and pupils, it is hard to find the equal of the fair school. Exhibits of material produced in all lines of work are here shown and are eagerly compared not only by the entrants, but by the public representing the various schools. Crusade Directors who are planning to take advantage of the opportunity the schools present, should arrange as early as possible with the county superintendents to take part in the school and to explain the plan to the pupils, to put into operation the drills bearing on the chores and to conduct a proper checking of the chore records. It might be possible, also, to present a simple play to the large numbers of fathers and mothers who invariably attend.

Most of the state superintendents of public instruction conduct a similar school at the state fair at which a course in the Modern Health Crusade would be heartily welcomed. Here the pupils from either the state or county fair schools can then help initiate the work in their own communities. The fair school presents an unusually favorable opportunity of enrolling every school at the beginning of the term, so that the full 30-week course may be given even in schools which last only a short time. As the fair programs are already being planned, it is important to make the necessary arrangements promptly.

Community Contests

Community contests in recruiting Crusaders are also appropriate for the summer program. As described in section 29 of the *Manual,* they are contests to enlist the most Crusaders, both children and adults. Children in summer schools or other organizations may be divided into teams and a prize offered for proselytising the most people to hygiene. Since a short contest is in order, the goal should be to muster the most squires. Six weeks permits this, with one week for practice.

The community contest is a source of real news for the local papers and gives occasion for much needed instruction to persons beyond the school age. Many a grown-up should be handed a senior chore folder, as a nutshell guide for disease prevention, with the same zeal as was formerly shown in the "Have a tract" movement.

July Meeting

The subjects for the July entertainment meeting of Crusaders are "Pariotism of health; marching or military drills; and care of the feet." We suggest that Crusade workers make the occasion a July 4th event and thus contribute to a safe and sane Fourth. The program may consist of a parade, an "oration" and a drama.

The children should be given several drills in marching to music, even if nothing more than a drum. Before the hour set for the meeting, they may parade in the streets leading circuitously to the town green, park or school where the meeting is to be held. The costumes and white paper helmets described and illustrated on pages 19 and 21 of the *Manual* will make striking uniforms for the marchers. Crusade pennants should be carried at the head and rear of the parade, and large cardboard placards, carried on vertical sticks, proclaim the eleven chores, epitomized in a few words. A huge improvised toothbrush and shields like soap cakes add a good effect.

The lesson on the care of the feet may be presented with a touch of humor by a miniature float carried by two boys. On it, one or two broad-toed, low-heeled shoes may be mounted above, with narrow-toed, high-heeled shoes below, labeled respectively "Sense and lifelong comfort" and "Nonsense and crippling." A description of a correct shoe will be found on page 30 of the *Manual,* in connection with the requirements for admission to the Round Table.

Marching to the meeting place, the children may sing "Happy Young Crusaders," to the tune of "Onward, Christian Soldiers." This and the "Crusaders' Song" are given on page 21 of the *Manual.* The latter should be sung at the meeting.

A popular citizen ought to be secured to make the principal address. With the patriotism of health as the general subject, he may felicitate the Crusaders as soldiers of health. They have enlisted in a battle against disease, so that never again, as in the world war, shall one-third of our young men be physically unfit. Every year more persons die of tuberculosis in this country than were lost in our forces in the great war. The fight against disease, however, is winning. In the Spanish War one soldier out of every seven is reported to have had typhoid, whereas in the World War only one of our men out of 3,700 suffered from it.

The Fourth of July meeting is an especially suitable time for a Crusade play. "King Good Health Wins," "Mr. I. N. Different is Double Crossed," and "A Pageant in the Interest of Good Health" have demonstrated their interest for adults and children alike. Crusade masters are invited to write to the National Association for particulars.

The Crusade at the Annual Meeting

Although there had been but a short time for preparation, the state exhibits of Modern Health Crusade posters, photographs and maps, were one of the notable features of the St. Louis meeting. Not only was every inch of the large space available taken, but some states had to lay aside much valuable material.

Eighty-three Crusade leaders reported promptly at 7:45 to enjoy not only the breakfast, but the excellent speeches. The Saturday luncheon was equally successful. Plates had been laid for two hundred, but the waiters hurried about until over three hundred persons were cared for. Keen interest was sustained throughout the program.

On Friday evening, the Crusaders themselves gave the most interesting of any of the Crusade events. The Italian children from the St. Louis school, who contributed the chorus, the Jefferson County, Mo., Crusaders, who drove twenty miles in a truck to present "King Good Health Wins," and Perry County, Ill., Crusaders, who came eighty miles by train to give their original and humorous playlet (in which the real hero played his own part), all were received with acclaim. Members of the St. Louis chorus, in Crusade costume, received for the nine states the Grand Banners won by them in the National Tournament. The hope was expressed that next year a Crusader from each winning state might be sent to receive such national honors.

The Hillsboro Crusaders who presented "King Good Health Wins" at the meeting published resolutions in the local press expressing thanks to Mrs. Helen Guthrie Miller, Crusade Director of Missouri, to the Missouri Association, and to the "grown-ups" of Hillsboro for making the trip and their entertainment possible. Their resolutions also voice appreciation for "the opportunity to exemplify the work and worth of the Modern Health Crusade before so distinguished an audience." Through the three days of meeting every spare minute was crowded with personal conferences between national and state Crusade workers.

"A Knight Without Reproach"

The Ellis Parker Butler story of the Modern Health Crusade in the *Saturday Evening Post* has been reprinted by permission of the author and publishers. It is a highly amusing account of a tourney between teams of Crusaders in Miss Curwin's school. The National Association will fill orders postpaid, and prices will be quoted upon application.

The playlet, "A Pageant in the Interest of Good Health," and the text-booklet, "Silent Reading for Health," cited in the May BULLETIN, may be purchased from the publishers, the Iowa Tuberculosis Association, Des Moines. Prices quoted on request.

Crusade Club Popular

The Crusade system adopted by numerous schools in Utah for various grades and made obligatory for the sixth grade in public schools throughout the state is eliciting striking testimonials.

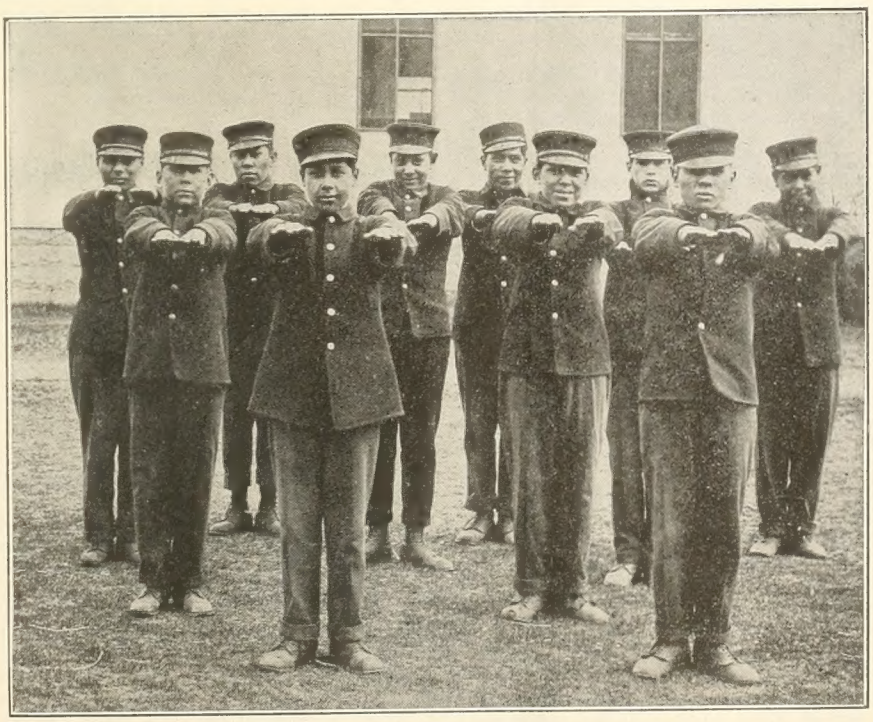
Miss Myrtle Nebeker, teacher at River Heights, writes the Utah Public Health Association as follows:

"The health work in the River Heights school is the most live part of our school work. I have tried to make it the hub of the wheel this year and have been surprised to find how well it can be correlated with other subjects. I feel that the Crusade club has been a great help in creating interest and in helping the children to form useful health habits.

"Most of the children are keeping the health rules carefully. I am sure that the spirit of the work has been carried into the homes also. Many children have read three or four of our school hygienes aloud at home. They give interesting reports on what they read in school. All the teachers' reference books are in the hands of the older children.

"We are fitting up the playground with apparatus this spring. To raise some of the money we are preparing to present an original cantata. The characters are Uncle Sam, Liberty, Sunbeam Fairies and Fresh Air Fairies.

"I might add that our school has not been closed during the recent influenza and smallpox epidemics, and that there have been fewer colds among the children this year than in any year of my teaching experience. Generally speaking, we have all been real well."



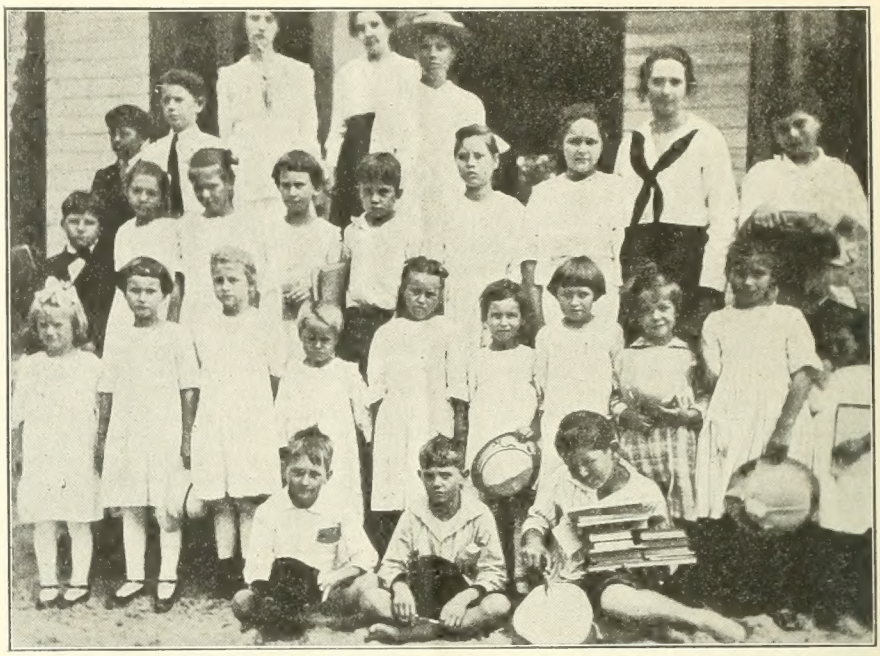
MEMBERS OF THE MODERN HEALTH CRUSADE. PUPILS OF THE STEWART (NEVADA) INDIAN SCHOOL.

The captain and heralds of the River Heights Crusade Club report:

"Our school is a little ungraded school of three grades, fourth, fifth and eighth. Each of us has a hygiene textbook from which we read up on a certain subject, as, for instance, air. In this connection we have learned to ventilate the room with a window board and to keep the temperature from 64 to 68 degrees."

"At our first meeting, in January, a graph was drawn on the board, showing how much the children had improved. At the next meeting there was a debate by the eighth grade. The subject was, "Resolved, that health work is the most important subject taught in school." It was an interesting debate, and the affimative side won. Then we called a vote to get the students' real opinion. Most of them were for it. Many parents attended the meeting and thought it pretty good. I am sure we have improved very much."

"We have two heralds. Every morning they inspect the children. If a child is perfectly clean he gets a cross; if he is not, he gets a zero. Each herald has a notebook and the chore cards must agree with the notebooks if the children have been careful."



A FLORIDA SCHOOL OF 100% CRUSADERS. THE MOTHERS' CLUB OF THIS RURAL SCHOOL ARE ALSO EARNEST CRUSADERS.

Results in Indianapolis

The following list is a notation recently made by the school teachers of Indianapolis of the results accomplished by the Modern Health Crusade:

1. Habit of giving attention to details considered unimportant before.
2. Pupils realize that good health is a gift which they must cultivate and strive hard to keep.
3. Realization that there is pleasure in cleanliness and health.
4. Increased energy.
5. Crusade holds health ideals before the children's minds in such a way that they are unconsciously absorbed.
6. Better food habits. More suitable lunches. Many children abstaining from tea and coffee. Greater care in handling food.
7. Gain in weight. Better posture.
8. Some children have stopped biting their fingernails.
9. Children go to bed earlier and sleep with open windows.
10. Greater cheerfulness and independence.
11. Children teach care of health to parents and other members of family.
12. Learning social as well as personal importance of health.

To Arouse Community Interest

Mr. J. W. Becker, Acting Director of School Activities for Illinois, has completed his itinerary with the State Community Council for the purpose of arousing community interest in meetings on the Modern Health Crusade in five divisions of the state. This has been an effective means of acquainting leaders in social work with the value of the Crusade.

The State Community Council, cooperating with Dr. H. E. Hieronymous, Community Advisor for the University of Illinois, is composed of the heads of the state departments dealing with the social and physical welfare of the people and of persons directing similar nongovernmental agencies. It is the function of the Council to bring together both social and economic bodies to discuss and plan programs that are feasible, have definite objectives and are suited to community needs. It is evident that the crusade is becoming recognized for the vital interest in the subject of health that it gives to children as well as for its adaptability and wide scope.

Secretary of Agriculture Boosts Crusade

Mr. E. T. Meredith, Secretary of Agriculture, and publisher of "Successful Farming," of Des Moines, Ia., is carrying a message on the Crusade to thousands of teachers by means of "The Rural Schools Bulletin," a monthly sent free to all teachers who apply for it in the states where "Successful Farming" is circulated, principally in the Middle West.

The first page of "The Rural Schools Bulletin" for March is given to a clever parable, "Old Grouchy Man Toothache." On another page, under the title, "How to Keep Well," the health chores are listed with explanations. "The Crusade," the opening statement states, "has proven its value as a preventive in the recent siege of the 'flu.' In schools where the health chores have been done faithfully the pupils have been kept practically free from contagious disease. Especially has this been true of colds. And why should it not be so? Every chore emphasizes some fundamental rule that everyone, grown-up or child, must observe if he is to be healthy."

Workers from Many Callings

Besides school teachers, Crusade leaders and nurses employed by tuberculosis associations, workers for the Crusade are enlisted from a variety of sources.

Florida has a law permitting the employment of county social workers, many of whom are showing an active interest in pushing the Crusade. The Florida Anti-Tuberculosis Association is taking advantage of this opportunity and plans to offer a small additional salary to each worker who will act as county Crusader Executive.

In Mississippi, County Red Cross Workers, County Tuberculosis Nurses and local leaders act as County Crusade Executives.

In Illinois, the County Truant Officer or Asst. Supt. of Schools, frequently takes on the Crusade as part of his work.

The County School Nurses of Iowa gladly take the Crusade in charge for the County Superintendent.

Youngsters Enjoy Bulletin

The Crusaders of Indianapolis and Marion County watch eagerly for The Crusade Bulletin which is posted each month on the big bulletin board in their schools. It carries an attractive two-color cut of a Crusader (originally drawn for the Oklahoma Association) holding aloft his sword. This Crusader has a special greeting for the Indianapolis school children. Then follow suggestions for timely programs, this month signed by the City Health Officer, who makes the Crusaders his lieutenants.

The Framingham Civic League

(*Continued from page 4*)

is well shown by the infant mortality rate. The nurse receives splendid co-operation from the Board of Health, where the new babies' births are registered. These new babies are immediately reported to the infant welfare nurse, who places them on her list and makes a personal call right away. The stork has been quite active in the town and the baby list continues to grow. The nurse also has about twenty prenatal cases on her list practically all the time, about six new ones being added each month. Physicians often refer these cases to the nurse and others are included in the course of her work. At present, almost 300 babies are receiving attention from the nurse, and as things look now, another nurse will have to be secured or an automobile for the nurse's use will have to be provided in order that more territory can be covered. Temporary relief for the nurse was provided during last summer, when a worker was established in a single district of the town, but for financial reasons the arrangement could not be made permanent.

Aside from the home-visiting work, the League conducts four baby clinics in different parts of the town, the first clinic being established at the Clark Street kindergarten. Later, in order to meet the demands, other clinics were established, one now being held weekly in the Italian district, known as Coburnville, another in Saxonville, and another on Hollis Street. Two of the clinics are held in school houses by permission of the School Committee, and one is held in a town hall. The nurse and a physician are in attendance at each clinic. The clinics are held throughout the year, with the exception of stormy days, when the little tots cannot possibly make the visit. The attendance at the clinics has been very good, and has justified their operation. The Italians, however, come much more readily when special inducements are made, such as pictures of the babies and sugar for distribution. The Italians also had the benefit of a pre-school clinic which was conducted in Coburnville in conjunction with the baby clinic held there. This pre-school clinic is not in operation for the present. The clinics, along with the home-visiting, have helped to decrease materially the infant mortality rate in Framingham. In 1906, the mortality rate among young babies was 100 per 1,000. By 1916, after a decade of general health propaganda, it had dropped to 81, showing a decrease of 19 per cent. The very next year, when the Civic League had a full-time nurse and maintained two baby clinics each week, the rate tumbled to 71. The figures for 1918 were relatively unfavorable, however, this being due to the prevalence of influenza; but the statistics for 1919 show a rate of 69.5 per 1,000, counting influenza cases, and 66.8 without influenza. This rate is the lowest ever obtained in Framingham.

The anti-venereal disease work was in-

(*Continued on page 12*)

Occupational Therapy

This department of the BULLETIN is conducted in connection with the Medical Service of the National Association, which maintains an Advisory Service on Occupational Therapy. It is designed to keep the tuberculosis worker informed regarding the development of occupational therapy in the treatment of the disease and to offer suggestions for the vocational training and economic rehabilitation of the tuberculous patient. Readers are invited to send in contributions which will be helpful to workers in the field. Good, clear photographs of patients in various occupations will be particularly welcome. Address all correspondence to the Institutional Secretary.

Principles and Practice

Of the many principles to be borne in mind in the application of Occupational Therapy to tuberculous persons, there are two of particular importance from a practical view-point. First, that as great a *variety* of work as possible should be offered; and, second, that whenever possible the work should be related to the post-sanatorium life of the patient, *i. e.*, it should be, if not fully vocational, at least prevocational.

An interesting example of this is afforded by the work now being carried on at the New England Sanatorium, Rutland, Mass., under the leadership and inspiration of the head of the institution, Dr. Bayard Crane. In addition to the now familiar ward occupations and bedside work, a regular vocational school is being conducted for patients whose "cure" is sufficiently advanced to allow of their undertaking some of the courses offered. Because of its suggestiveness to other institutions, the following list of available courses will be of interest:

Industrial Department

Practical Work.	*Related Work.*	*Academic Work.*
Mechanical Drafting.	Blueprint Reading. Shop Mathematics.	* (See below.)
Architectural Drafting.	Plan Reading. Mathematics for Builders.	" "
Automobile Mechanics.	Shop Mathematics. Shop Sketching.	" "
Chauffeuring.	Shop Mathematics. Repair Work.	" "
House Carpentry.	Plan Reading. Mathematics for Builders.	" "
Mill Work (wood).	Plan Reading. Mathematics.	" "

Short Unit Courses to be Started on June 1, 1920

Practical Work.	*Related Work.*	*Academic Work.*
Watch Repairing.	Shop Sketching. Shop Mathematics.	* (See below.) " "
Typewriter Repairing.	Shop Sketching. Shop Mathematics.	" "

Commercial Department

Practical Work.	*Related Work.*	*Academic Work.*
Typewriting.	Dictaphone Operating. Penmanship.	* (See below.)
Comptometer Operating.	Commercial Arithmetic. Penmanship.	" "
Mimeograph Operating.	Typewriting. Penmanship.	" "
Booking.	Commercial Arithmetic. Penmanship.	" "

Agricultural Department

Practical Work.	*Related Work.*	*Academic Work.*
Poultry Raising.	Care of Poultry. Poultry Accounting.	* (See below.)
Dairying.	Care of Animals. Farm Accounting.	" "
Farm Mechanics.	Farm Machinery. Farm Accounting.	" "
Truck Gardening.	Study of Plants. Farm Accounting.	" "
Bee Culture.	Study of Bees. Farm Accounting.	" "
Fruit Raising.	Care of Trees and Shrubs. Farm Accounting.	" "

* Academic Work—English, Spelling, Arithmetic, History, and Civics. (In all courses one hour of academic work is required. The selection of the subject or subjects is made on the recommendation of the director.)

Suggestions from the Field

This department of the Bulletin is conducted in connection with the Loan Service Bureau of the Publicity Department. It is designed to give valuable suggestions regarding new lines of work or new methods originated or successfully used by tuberculosis associations throughout the country. Tuberculosis workers are invited to send the National Association Bulletin Editor all information suitable for publication in these columns.

What's This?

"What's This?" is a little red oblong, 1⅝ in. wide by 2¾ in. long. One turns it over and reads "Valuable. Open Gently!" One unfolds it, gently as per instructions, and finds the following:

"Where is it?
Look inside!"
(Another fold.)
"What can it be?
For your benefit!"
(Still another fold.)
"Can't find it!
Keep on looking!"
(One more fold.)
"Give it up!
Stick to it!"
(Here our fingers began to feel the need of some electric liniment.)
"Well, I never!
Don't give up!"
(We painfully unfolded again.)
"Almost there!
"Now you have it!"

And we did. "Health First!" we read. "Have you a persistent cough? Are you losing weight? Does your work tire you? Do you have fever evenings? These are symptoms of tuberculosis. Before it is too late, be examined at Central Tuberculosis Dispensary, 175 East Swan Street, Buffalo, N. Y."

The little folder (it unfolds eight times before one reaches the message) is being distributed by the Buffalo Anti-Tuberculosis Association. It whets one's curiosity so that it is impossible not to pursue it to the bitter end.

Negro Health Week

A "Negro Health Week" was recently conducted by the Texas Public Health Association, Austin, Tex., throughout the entire state. Each day of the week given to the campaign was devoted to a particular phase of public health work, with an unusually interesting program as the result.

The work began with a "Health Sunday," which was followed by "Personal Hygiene Day," "School Sanitation Day," "Swat the Fly Day," "Tuberculosis Day," and "Children's Health Day." The last day of the "Health Week" was given over to a "General Clean-up Day."

North Carolina Leaflet

"The Next to Go!" is the title of a novel four-page leaflet being distributed by the Bureau of Tuberculosis of the North Carolina State Board of Health, Sanatorium, N. C. Unusually interesting statistics regarding the mortality from tuberculosis and the chances of recovery, appear on the inside pages, as part of a cut of the two-page chart designed last year by Mr. W. D. Thurber, of the Illinois Tuberculosis Association, for the Christmas seal sale.

Iowa Association's Offer to Locals

The Iowa Tuberculosis Association has recently issued a special bulletin on "Organization of Local Tuberculosis Societies," which contains a very helpful chapter entitled "What the State Association Offers to Locals." The Iowa Association offers the following services to its local organizations:

1. "The state association is the agent for Iowa of the National Tuberculosis Association for the sale of Christmas seals. It offers to the county organizations, under the usual conditions, the privilege of selling these seals in the local territory. The seal has been found the most effective means of raising money for tuberculosis work and at the same time of promoting interest and education along health lines. It is also the symbol of recognition by the National Association and binds the country together in one great health movement.

2. "The state association furnishes to the newspapers of the state, from headquarters, regular publicity.

3. "The state association offers specialized nursing service. For this a small charge is made to the local counties, which does not cover the cost of these workers to the state organization.

4. "The state organization offers the services of field workers to visit the counties and stimulate local activities.

5. "It organizes the Modern Health Crusade and furnishes supplies, part of them free and the balance at cost.

6. "It furnishes literature covering a large range of subjects. Some of this is free, some may be purchased at cost, and some of it is loaned."

7. "The state office gives advice by correspondence on nursing, medical, legal and other subjects.

8. "It holds an annual meeting where workers from all over the state may compare experiences, where they may listen to addresses containing information of benefit in the local work, and where they get together at dinner meetings for social and business purposes.

9. "The state association loans motion picture films, slides and exhibits.

10. "It makes county tuberculosis surveys, charging $35.00 a week for the time and expenses of one nurse.

11. "It assists in arranging demonstration clinics at the request of the county medical associations and aids in the work preparatory for such clinics.

12. "It is the national agent for the assignment of the cases of discharged tuberculous soldiers to the local care of the Home Service Section of the American Red Cross and health agencies.

13. "Through literature, publicity, the Modern Health Crusade and other means, it promotes health and good citizenship in the schools and in the community, thus performing an important patriotic function looking toward the increase of economic productivity and the attainment of the highest standards of moral and physical health and decent citizenship throughout the state and nation."

Slide Lecture on T. B.

A lantern slide lecture on tuberculosis, consisting of 60 hand-colored slides, accompanied by a typewritten outline, may be obtained from the State Sanatorium, Sanatorium, Tex., or through the Department of Visual Instruction, University of Texas, Austin, Texas. The lecture set is being loaned free of charge, the only expense being the cost of transportation to and from the shipping point. It may not be held by any one person for longer than seven days.

The lecture is bright, interesting, and intended for popular use. It is divided into four sections which take up the following subjects: "Tuberculosis Is a Germ Disease"; "You Can Catch Tuberculosis"; "Tuberculosis May Be Cured," and "Tuberculosis Can Be Stamped Out Only by Community Effort."

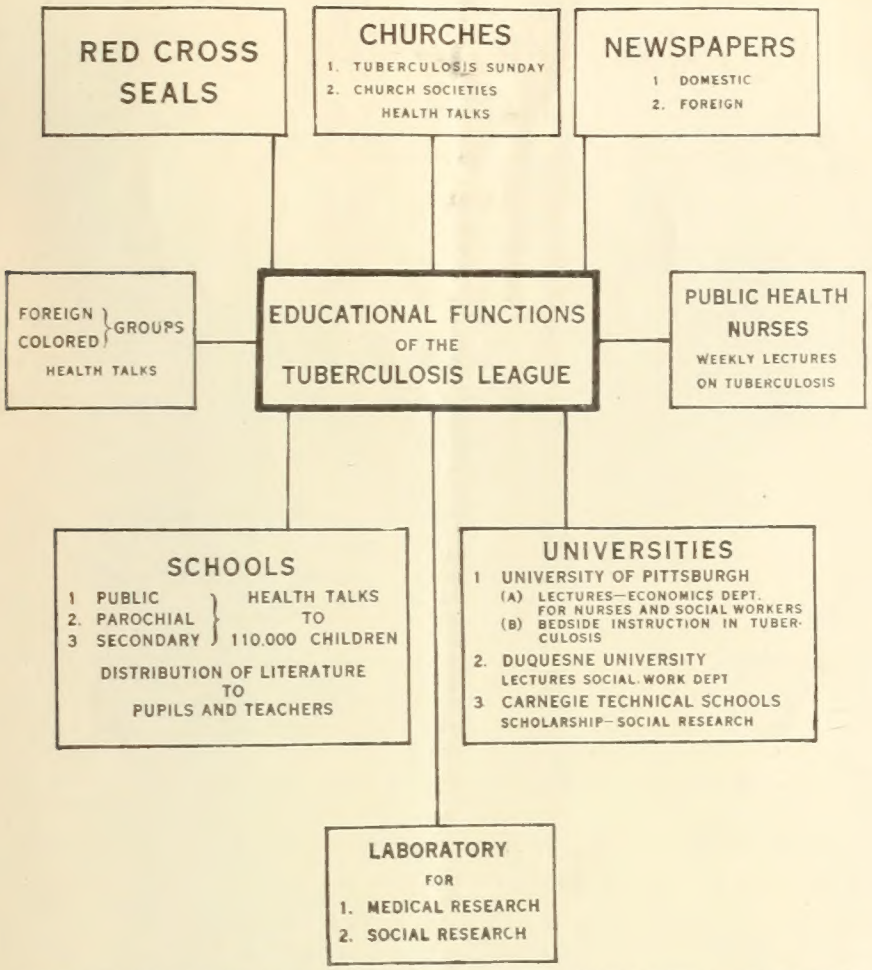
W. C. T. U. and Child Welfare

Having disposed of the alcohol question to their own satisfaction, the W. C. T. U. is now instituting a campaign for child welfare. A national fund of $150,000 and whatever the 2,000 local branches may contribute will be available for the purpose during the next five years. The W. C. T. U. is ready to cooperate with state tuberculosis associations in working out details for the campaign and the name and addresses of the state presidents of the organization may be secured upon application from Mrs. Perkins, Director of the Child Welfare Department, W. C. T. U., Chicago, Ill.

Directors' Monthly "Letter"

Believing that the directors of a tuberculosis association are all too often "left out of things" and that a well-informed director becomes a more active worker, the Iowa Tuberculosis Association is issuing a "Directors' Letter Monthly," which contains a resumé of the previous month's work of the association as well as requests for advice and suggestions. The "letter" contains reports of the directors' executive committee, and departmental meetings, general activities of the association, local activity notes from counties and miscellaneous items of interest.

By no means the least important value of the little publication lies in requests for suggestions regarding such topics as these: "What present health laws are good ones and which need revision and how?" "How can the association's elections be made more interesting?" and a request for material which may be used in a forthcoming pamphlet on local programs.



A SIMPLE CHART WHICH EXPLAINS CLEARLY THE EDUCATIONAL WORK THAT IS BEING DONE BY THE TUBERCULOSIS LEAGUE OF PITTSBURGH, PA.

Charts which Illustrate Organization and Activities

The working out of a chart which will show at a glance the organization and work that is being done by a tuberculosis association is often a knotty problem. For the benefit of those who have experienced this struggle, we publish on pages eleven and twelve two illustrations of charts which, because of their simplicity and clearness, are well worth a little study.

Aeroplanes Delivered Seals

Since publication in the February Bulletin of the story regarding the part aviation played in the seal sale at Gainsville, Fla., we have been informed that about 600 miles of Wisconsin territory was covered by aeroplane last year in the delivery of seals. Two machines were used for the purpose. The "stunt" was made possible through the cooperation of the Milwaukee *Journal* with the Wisconsin Anti-Tuberculosis Association, and Miss Aimee Zillmer and Mr. Theodore J. Werle of the association's staff flew over the entire trip to guard the airship's precious cargo.

An aeroplane was also used during the seal sale in Jackson, Miss., where the publicity given the trip gave a decided impetus to the sale of seals.

The "T. B. Shrapnel"

From South Carolina comes the latest association publication, the "T. B. Shrapnel," organ of the South Carolina Tuberculosis Association, of which Mr. Philip B. Warner is executive secretary. It will be issued monthly and will contain national as well as local facts regarding the treatment, cure and prevention of tuberculosis. Copies will be sent free of charge to any one desiring them.

The Connecticut Seal Sale

(*Continued from page 3*)

8. Every community welcomes new methods of presenting the appeal, both spoken and written. Annual modifications should be enforced of even the most successful previous campaign programs.

9. In advertising, the most effective stock cut or illustration is a picture of a pretty woman wearing the tuberculosis emblem and engaged in some tuberculosis activity. The picture of a local worker is, of course, preferable. The typical "death-head" advertisement or cut will have the same unfortunate effect which a sour-faced ward nurse has in a sanatorium.

10. New speakers can often be secured from the list of the most prominent members of the debating clubs of academies or even high schools. As four-minute men, these school speakers are enthusiastic and convincing, and they either have or soon win the warm sympathy of their audiences. The effect of expanding the speaking program of the seal campaign to the societies themselves is of permanent benefit to both the debating clubs and their members.

11. Canvassing of factories by the foremen or by the members of the workmen's tuberculosis relief organizations will be permitted in many cases for the Christmas seal sale. In this connection, addresses to the employees by the speakers of the Y. M. C. A. Industrial Bureau is a valuable accompanying feature of the educational campaign.

12. Follow-up letters are a first-class kind of tuberculosis educational propaganda.

13. Always include in a written or spoken appeal some strong point of what the local organization is doing with the seal money. Incidentally, refer to the state and national campaign or situation.

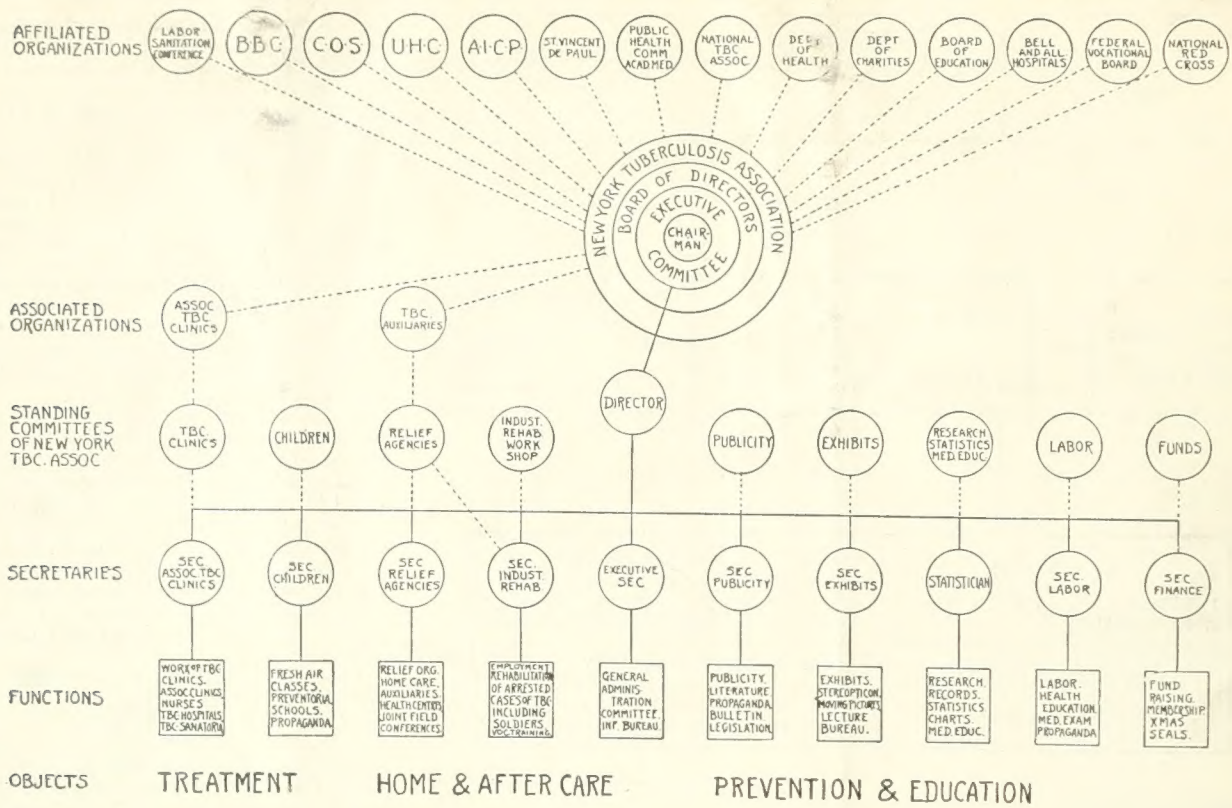
14. Tuberculosis mass meetings are rarely advisable, as such. The attendance is invariably small, while the painstaking efforts of committees of arrangements have been large. The tuberculosis spoken message is best put across at a meeting arranged for some other purpose, as, for instance, a Chamber of Commerce banquet, as an incidental part of the program; a Rotary or a Kiwanis Club luncheon; a between-the-act or between-the-films talk at the theater; a crisp reference incident to the church sermon or routine school exercises; or a social or literary entertainment of any kind.

15. A special effort should be made to interest in Christmas seal campaigns persons who have had the disease and have been cured. They know the need of making the fight and will always make it.

16. The literature, spoken and written, should always be cheery, even breezy, never depressing, invariably clever, never dull, yet dignified; never horse-play. If a cartoon, it should never be cheap. Such inspiring expressions as "For the Health of the Community," and such cartoons as "Health Above All"—representing the figure of a perfectly built, handsome youth standing on the top of the world, facing the golden rising sun, should be wherever possible on poster, envelope and stuffer.

17. The most influential men and women of your community, of the state and the nation, will say a strong word of help for your anti-tuberculosis warfare and seal campaign. Give them a chance. One of the most effective interviews of our recent Connecticut campaign was its endorsement and that of the National Seal sale by Ex-President

(*Continued on page 12*)



RELATIONS – ORGANIZATIONS – FUNCTIONS – OBJECTS
NEW YORK TUBERCULOSIS ASSOCIATION

A CHART SHOWING THE ORGANIZATION OF THE NEW YORK TUBERCULOSIS ASSOCIATION.

The Framingham Civic League

(*Continued from page* 9)

augurated by securing and exhibiting the United States public health film, "Fit to Fight." This was widely advertised and drew large audiences. Since then, "The End of the Road" has been shown in the local theater, and posters issued by the United States Health Bureau have been exhibited in a down-town building. A physician was in attendance to explain the exhibit and answer questions. Pamphlets dealing with all phases of this subject were on hand for distribution. Several meetings were held to discuss venereal disease problems. One meeting was for parents and another meeting called together the heads of many town agencies and the town officials. The local Board of Health has been asked by the State Board of Health to assume the active leadership in the anti-venereal disease campaign. In case the Board of Health does take the initiative the committee will assist in every way possible.

The Tuberculosis committee is a relatively recent acquisition. Its organization was held in abeyance for some time because of the thorough way in which the field is now covered. The Community Health Station maintains the consultation and examination services, provides two nurses, institutes research work and in as many ways as possible conducts and supports the health program. The Board of Health provides a special tuberculosis nurse, and there is a special fund available for tuberculosis relief which she draws upon when necessary. Notwithstanding the many tuberculosis services now rendered, it was felt after conference on the subject that much educational health work still could be done to advantage, and with this end in view the Tuberculosis Committee came into being, conducted the seal sales, and with the money thus received will carry out a health educational program with particular reference to tuberculosis.

The Connecticut Seal Sale

(*Continued from page* 11)

Taft, in which he likened the tuberculosis menace to a submarine attack, both in extent and character.

18. Every local worker should be encouraged to use his ingenuity to devise novel methods to meet the immediate needs of the situation, to stimulate it and to verify the prediction that the tuberculosis campaign may be won on the Christmas seal battlefield. The teacher who, on the inspiration of the moment, urged her children to spend a penny each to buy a seal and to stick it upon the lapel of her coat or dress as a badge of honor, was enrolling the children in a crusade which had all the inspiration of a Mohammedan hegira, because the idea possessed freshness and force. The teacher who persuaded her pupils to save one candy penny to buy a stamp contributed not only an idea of inspiration to her fellow workers, but sowed the first seeds of the need of self-sacrifice to attain the best things of life, particularly the greatest blessing of life, good health.

19. Prizes for the best story by school children, fiction or serious article, stimulate high-grade pupils to interest in the health movement in the large cities. This feature of the educational campaign led in Connecticut to permanent interest for anti-tuberculosis work and to the enrollment of enthusiastic workers.

School for Colored Nurses

The first class of graduates from the Piedmont Training School for Colored Nurses, opened in April, 1918, will be ready this month to take up the work of combatting tuberculosis among the Negroes. The school is conducted as a part of Piedmont Sanatorium, under the auspices of the Virginia State Board of Health, and the same diploma is given the colored nurses as that received by white nurses at other training schools in the state.